Brand Information and Consumer Responses

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**Project Description:**

Information about brands is pervasive these days and because of such pervasiveness, its role in the formation of consumer responses and perceptions towards brands cannot be overlooked. Such information can originate from the brand itself (controllable by the brand) or from external sources (uncontrollable by the brand) e.g. customers, media. However, to ensure desirable consumer responses and perceptions towards brands (e.g. trust, loyalty etc.), it is advisable for brands to try manage such external information, particularly if it has negative connotations.

Prior research has look at various ways in which brand related information influences consumer responses and perceptions towards brands, for example:

- How different types of information, i.e. product and company related information (e.g. product quality, information about a company’s socially responsible initiatives) influence consumer trust and distrust towards brands (Delgado-Ballester and Munuera-Aleman 2001; Kang and Hustvedt 2014; Sichtmann 2007; Singh et al. 2012; Mal et al. 2018).
- How a brand makes information available to consumers, e.g. through storytelling versus factual advertising might influence attitudes towards brands (Dessart 2018)
- How the way a brand manages a crisis and the negative information around it might influence consumers responses (Klein and Dawar 2004; Falkheimer and Heide 2015; Ahluwalia et al. 2000; Dawar and Pillutla 2000; Dawar and Lei 2009).

We welcome applications for projects that will further explore such perspectives by proposing novel approaches to the above. Methodologically, proposals with mixed methods approach are encouraged.

**About the supervisors:**

Carmen Mal is a Lecturer in Marketing at the Open University Business School. Her research interests include brand trust and consumer perception formation towards brands.

Gordon Liu is a Professor of Marketing Strategy at the Open University Business School. Gordon's research focuses on the intersection of marketing, strategy and entrepreneurship with particular interest in topics surrounding innovation/new product development, strategic orientation/capabilities, and network/strategic alliance.


